

**CLAIMS**

1. A method for providing a menu page at a system for providing a personalized menu page, the method comprising the steps of:

maintaining a database including designated location information and a  
5 personalized menu page associated therewith, by users, wherein the personalized menu page includes at least one menu for selecting predetermined contents and the configuration of the menu is determined according to each user;

in case that the user gets access to the wireless Internet by using a mobile communication terminal, grasping the user's current location;

10 determining whether the user is at the designated location, by referring to the database;

in case that it is determined that the user is at the designated location, searching the database for a personalized menu page associated with the designated location; and

transmitting the searched personalized menu page to the mobile communication  
15 terminal.

2. The method of claim 1, wherein the personalized menu page is generated by performing the steps of:

computing the number of selection of menus by menus, wherein the number of  
20 selection of menus is the number that the user has selected menus included in the personalized menu page at the designated location;

giving a priority to each of menus by reflecting the computed number of selection of menus; and

determining configuration of menus that are included in the personalized menu  
25 page associated with the user, based on the priority by menus.

3. The method of claim 1, wherein the personalized menu page is generated by performing the steps of:

computing user preferences by menus, by using at least one of frequency that  
30 the user has selected menus included in the personalized menu page at the designated location, service using time with respect to a predetermined service that the user is provided by selecting the menu, or service charges to be paid according to providing of

the service;

giving a priority to each of menus by reflecting the computed user preferences;

and

determining configuration of menus that are included in the personalized menu

5 page associated with the user, based on the priority by menus.

4. The method of claim 3, wherein said step of computing the user preferences by menus includes the step of computing the user preferences by respectively giving weight to the frequency, the service using time, or the service charges.

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5. The method of claim 3, wherein said step of computing the user preferences by menus includes the steps of:

respectively computing frequency, service using time, or service charges, during a unit period;

15 computing user preferences during the unit period, by respectively giving weight to the frequency, the service using time, or the service charges, which are computed with respect to the unit period; and

giving weight to former user preferences and the user preferences during the unit period respectively, so as to compute current user preferences;

20 and after the unit period passes, the current user preferences are used as former user preferences with respect to a new unit period; and the user preferences are the current use preferences that are computed most recently.

6. The method of claim 1, wherein the designated location is a location selected  
25 by the user, or by the system for providing the personalized menu page.

7. A method for providing a menu page including a menu for selecting contents at a mobile communication terminal, the method comprising the steps of:

30 maintaining a database including a personalized menu page associated with a designated time and a designated location, by users, wherein the personalized menu page includes at least one menu for selecting predetermined contents and configuration of the menu is determined according to each user;

in case that the user gets access to the wireless Internet by using a mobile communication terminal, grasping the accessed time and the user's current location;

searching for a menu page associated with the accessed time and the current location, by referring to the database; and

5 transmitting the searched page to the mobile communication terminal.

8. The method of claim 7, further comprising the step of:

transmitting a general menu page to the mobile communication terminal, in case that a personalized menu page associated with the accessed time and the current  
10 location is not searched as a result of the search;

wherein the general menu page is a menu page having common configuration of menus with respect to a plurality of users or the entire users.

9. The method of claim 7, further comprising the step of:

15 transmitting an individually designated menu page to the mobile communication terminal, in case that a personalized menu page associated with the accessed time and the current location is not searched as a result of the search;

wherein the individually designated menu page is a menu page of which menus included therein are designated by the user.

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10. The method of claim 7, wherein the personalized menu page is generated by performing the steps of:

computing user preferences by menus, by using at least one of frequency that the user has selected menus included in the personalized menu page at the designated  
25 location and at the designated time, service using time with respect to a predetermined service that the user is provided by selecting the menu, or service charges to be paid according to providing of the service;

giving a priority to each of menus, by reflecting the computed user preferences; and

30 determining configuration of menus included in the personalized menu page associated with the user, based on the priority by menus.

11. The method of claim 2, 3, or 10, wherein the configuration of menus includes at least one selected from a group consisting of:

(1) configuration enabling a menu with a higher priority to be placed in a higher rank;

5 (2) in case that a personalized menu page has a hierarchical menu structure including a sub menu page with at least two depths, configuration enabling a menu with a higher priority to be located at a page whose depth is low;

(3) in case that a personalized menu page has a hierarchical menu structure including a sub menu page with at least two depths, configuration adding a shortcut  
10 with respect to the menu with a higher priority, to a page whose depth is lower than the existing location of said menu with a higher priority; or

(4) configuration indicating a menu with a higher priority in a different type from a menu with a lower priority.

15 12. The method of claim 2 or 10, wherein said step of giving a priority to each of menus by reflecting the computed number of selection of menus comprises:

a first step of respectively computing the number of selection of menus during a past predetermined period, based on the present time; and

a second step of giving a priority to a menu of which the number of selections  
20 is larger; and

the first step and the second step are periodically performed.

13. A computer readable record medium recording a program for implementing the method of any one of claims 1 to 10.

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14. A system for providing a personalized menu page including a menu for selecting contents at a mobile communication terminal, the system comprising:

in case that a request for providing of a menu page is received from the mobile communication terminal, a publication & request processing unit for selectively  
30 providing any one of a personalized menu page or a general menu page, to the mobile communication terminal;

a personalized menu page unit for (1) computing the number of selection of

menus at a predetermined designated time and at a predetermined designated location according to each user, by menus, (2) generating a personalized menu page whose configuration of menus is determined based on said number of selection of menus, and (3) recording the generated personalized menu page in a predetermined database, in  
5 association with the designated time and the designated location; and

a personalization recommendation engine unit for (1) determining a current location of the mobile communication terminal and the time when the request for providing of the menu page is received, (2) searching for a personalized menu page associated with the current location and the received time, by referring to the database,  
10 (3) controlling the publication & request processing unit to provide the searched personalized menu page in case that the personalized menu page is searched as a result of the search, and provide a general menu page in case that the personalized menu page is not searched as a result of the searched ,to the mobile communication terminal.

15 15. The system of claim 14, wherein the designated location or the designated time is a location or time designated by a user who is provided with the personalized menu page.